



## UPDATE

### **Report from the Maryland Health Benefit Exchange about Maryland Health Connection, the state-based health insurance marketplace, as of Friday, October 11, 2013**

#### Overview

Marylanders have continued to show tremendous interest in accessing quality, affordable health coverage. Since October 1, we have seen more than 217,000 unique visitors to our website, there have been more than 15,000 calls to our call centers, and more than 25,000 people have created identity-verified accounts. More than 16,000 Marylanders have learned whether or not they are eligible for financial assistance.

We are beginning to learn more about the individuals who are exploring quality, affordable health care through Maryland Health Connection. Of the first 25,000 accounts created with verified identity, (1) the most common age group is 25 to 29 years of age; (2) 53 percent of account holders in Maryland are female; and (3) individuals creating accounts come from all parts of the state.

In response to the feedback we're hearing from users, and based on their suggestions, we are adding helpful information to the site. For example, we have posted a new webpage, [Prepare for Enrollment](#), which (1) provides information on health plans; (2) shows sample rates for a range of example households; and (3) provides instructions on the documents needed for the application for financial assistance.

In addition, our simple but powerful [provider search tool](#) allows consumers to search for a doctor and find out the plans in which their doctor participates.

Our IT team continues to work around the clock to make changes that are improving the performance of MarylandHealthConnection.Gov. Recognizing that further progress is needed, we anticipate implementing a planned update to the system software in the near future, and are taking additional steps to improve system performance. We expect the user experience will continue to improve in the days and weeks ahead.

## Data

The following information covers from October 1 through midnight the evening of October 10.

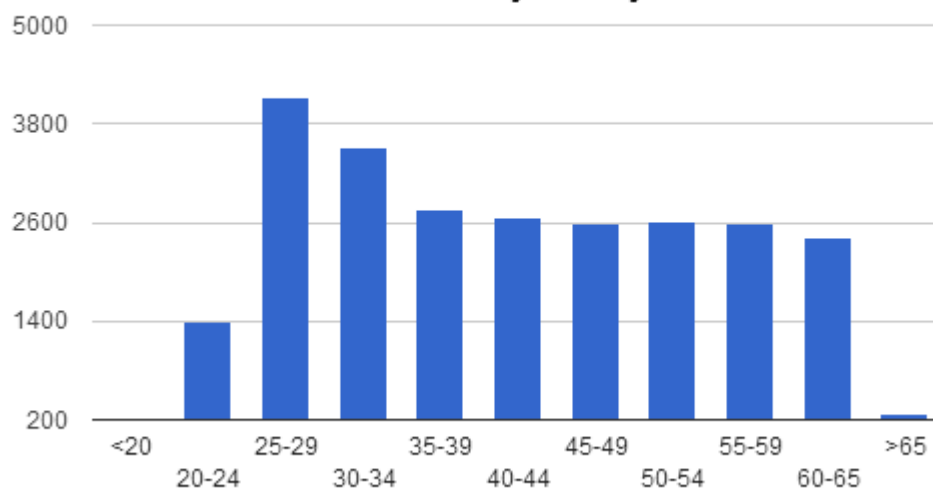
- Unique website visitors, 10/1-10/10: **217,091**
- Calls to call center, 10/1-10/10: **15,952**
- Accounts created with verified identity, 10/1-10/10: **25,781**

**Figure 1: Cumulative totals of accounts created with verified identity**



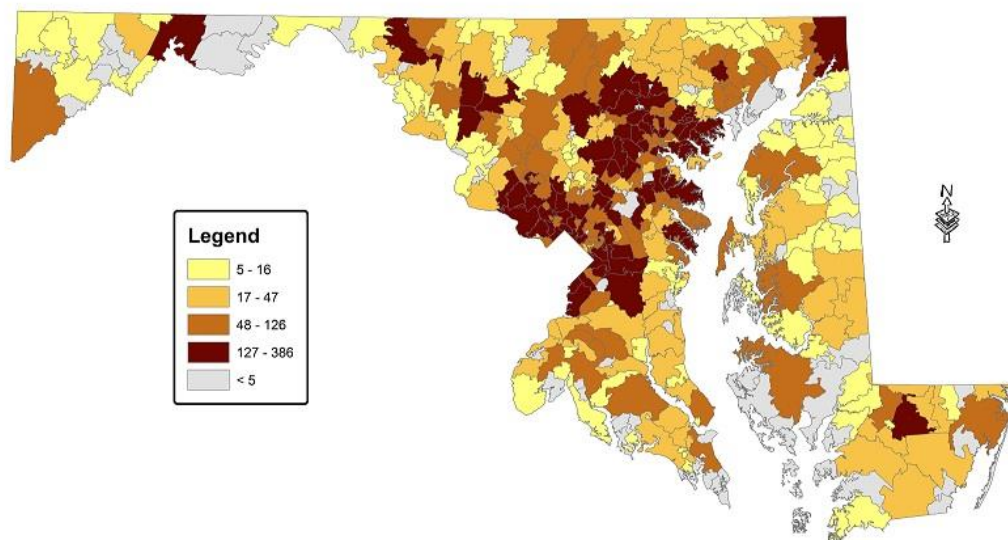
- Of first 25,000 accounts created with verified identity, 53% were created by women, and 47% by men.
- Of the first 25,000 accounts created with verified identity, the most common age group for account creation is 25-29 year olds. 36% of accounts have been created by individuals under age 35, and 68% by individuals under age 50.

**Figure 2: Age Distribution of First 25,000 Account Holders with Verified Identity in Maryland**



- Account holders live all across Maryland.

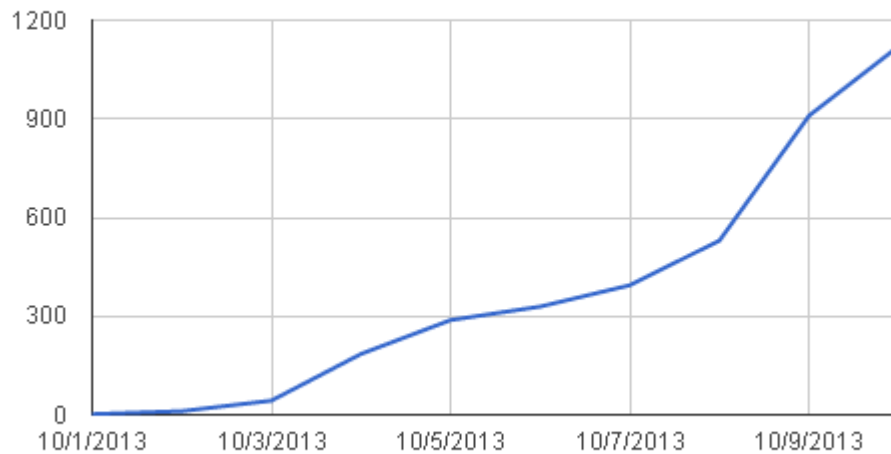
**Figure 3: Map by Zip Code of First 25,000 Accounts Created in Maryland Health Connection**



- Account-holders who have received eligibility determination, 10/1-10/10: **16,712.**

- Enrollment, 10/1-10/10: **1,121**.

**Figure 4: Cumulative Enrollment**



### Information for Users of MarylandHealthConnection.Gov

- We have posted a new webpage, [Prepare for Enrollment](#), which provides information on plans, shows sample rates for a range of scenarios, and provides instructions on the documents needed for the application for financial assistance.
- Our simple but powerful [provider search tool](#) allows consumers to search for a doctor and find out the plans in which their doctor participates.
- We are in the process of addressing technical issues on the website to improve the application and enhance users' experience; we are working around the clock to make the site better.
- Marylanders can use the system now, and they should also know that we expect the user experience to improve substantially in the days and weeks ahead. Marylanders have time: open enrollment extends through March 31, 2014, and the earliest coverage can become effective is January 1, 2014. People may ensure their coverage begins January 1 as long as they are enrolled and their first payment is received by mid-December.
- Users of MarylandHealthConnection.Gov should visit the [Consumer Information Update page](#) for important notices before beginning. These notices include advice on how to work around some of the issues on the website, as we work to address them.
- If you use the site and run into any issues, you can provide [feedback](#). Information from users is sent to the technical team working to improve the user experience on the site.

- The site's performance may be inconsistent, especially during periods of peak usage. If web site pages are having trouble loading, it may be best to wait a few minutes and try again.
- As we continue to improve the experience of using this website, it may, from time to time, be temporarily unavailable. Moreover, in order to perform routine maintenance, certain functions may be unavailable from 11 p.m. to 5 a.m. daily through the month of October.

Marylanders can learn about available programs, discuss potential options, and begin the enrollment process by calling the call center at 1-855-642-8572 or working with a [consumer assistance worker](#).

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